



Get....  
To....  
By....



## WORKSHOP

We start with a training session tailored to the business outcome pre-agreed with you. This gives the delegates the knowledge they'll need to draw on later. The team is then split into workgroups to either look at individual KPI's or bring differing perspective to a joint KPI. Using worksheets provided we then facilitate the teams to understand what they've learnt in a practical way and apply it to your business.

**Get:** who do we want to take action? this can be an internal team or audience. Think about where they are, what they're interested in, what else they're into

**To** - what behaviours do you want this audience to adopt or change? There might be more than one so think about how you'll measure these against KPI's.

**By** - What tactics will you employ to change this behaviour? What platforms and/or tech might help you achieve this behavioral change, and how will you measure it?

We then reconvene as a group and discuss the individual group proposals agreeing actions and timescales, these are then produced into a digestible format and forwarded on post workshop.

## Learning Outcomes

- ▶ Encouraging honest and open discussion
- ▶ Leading group work and ensuring the team stays focused on task
- ▶ Asking relevant questions to uncover current issues and areas for discussion
- ▶ Learning through self-discovery
- ▶ Challenging existing assumptions, beliefs and behaviors to encourage different perceptions
- ▶ Helping achieve clarity and driving to elicit deliverable actions and commitments

## Testimonial

"So I've had a week of the whole team going "I was so inspired by Thom and Kevin that now I'm doing all this stuff" - and god knows what they're actually doing, but it's safe to say you had a huge impact on the team!"

Turner Broadcasting